

IN THE CLAIMS

Please amend the claims as follows

1-47. (Canceled)

48. (Currently Amended) A computerized method to adjust a price of a digital item provided to a plurality of set-top boxes by a pay-per-view service comprising:

the pay-per-view service distributing the digital item to the plurality of set-top boxes for viewing by a plurality of users, wherein the users generate ~~generating~~ responses thereto, including operating a fast-forward control on a corresponding plurality of remote controls to skip one or more sections of the digital item if selected ones of the users consider the one or more sections boring;

collecting, on the set-top boxes, the users' responses to viewing the digital item ~~on the set-top boxes;~~

generating meta-data associated with the users' responses to the digital item, wherein the meta-data comprises annotations representing the users' operation or non-operation of the fast-forward controls;

storing the meta-data on the set-top boxes;

transferring the meta-data from the set-top boxes to the pay-per-view service;

the pay-per-view service consolidating and analyzing the meta-data;

the pay-per-view service determining the users disliked the digital item if the selected users operated the fast-forward controls, and determining the plurality of users liked the digital item if they didn't operate the fast-forward controls;

the pay-per-view service increasing a cost of subsequently distributing the digital item to set-top boxes if the users liked it; and

the pay-per-view service decreasing the cost of subsequently distributing the digital item to set-top boxes if the users disliked it.

49-53. (Canceled)

54. (Previously Presented) The method of claim 48 wherein collecting the users' responses comprises receiving data representing physiological processes of the users.

55. (Previously Presented) The method of claim 54 wherein the data representing physiological processes is selected from the group consisting of breathing, heart rate, blood pressure, galvanic response, eye movement, and muscle activity of the users.

56. (Previously Presented) The method of claim 48 wherein collecting the users' responses comprises receiving data representing nonverbal communications of the users.

57. (Previously Presented) The method of claim 56 wherein the data representing nonverbal communications comprises data representing facial gestures of the users.

58. (Previously Presented) The method of claim 56 wherein the data representing nonverbal communications comprises data representing gazing patterns of the users.

59. (Previously Presented) The method of claim 48 wherein collecting the users' responses comprises receiving data representing verbal communications by the users.

60. (Previously Presented) The method of claim 59 wherein the data representing verbal communications comprises data representing speech patterns of the users.

61. (Previously Presented) The method of claim 59 wherein the data representing verbal communications comprises data representing the users' vocabulary.

62. (Previously Presented) The method of claim 48 wherein collecting the users' responses comprises receiving data representing the users' pattern to browse the digital item.